

DataDNA
Collections & Recoveries



Gain greater insight and improve customer communications

DataDNA is a unique number that has been appended to each individual in TransUnion's database. This number can be used to identify both existing and new customers and will link multiple accounts to one person, regardless of any change or variation in personal information including date of birth or name changes.

The number can be appended to any customer book enabling you to reconcile and fully understand the crossover between accounts and customers.

Available in real time or as a batch solution, DataDNA can unlock greater customer insight, enhance matching and improve customer communications. Our real time service, provided by API, means you can match with confidence new accounts the moment they arrive, with your existing data warehouse.

The TransUnion DNA Number is only assigned to records where we are confident in a match.

DataDNA Collections & Recoveries

This enables collections organisations to:

- Effectively profile new customers against their existing customer book for modelling and segmentation purposes
- Increase contact rates by identifying customers you've already been in touch with, using the right communication channels which made the difference
- Increase effectiveness and reduce costs by managing multiple accounts, reducing phone calls, letters, emails and SMS
- Enable Portfolio or outsource reconciliation exercises that increase return on investment
- Use as a common currency with agents for effective customer matching, reconciliation and identification.



Why DataDNA instead of in-house alternatives?

TransUnion's market leading technology ensures excellent match rates. We provide a host of other data sets including mobile numbers, email addresses and IP addresses, making it easy to use and simple to match. Our true bureau view allows you to track individuals over time – regardless of variations to personal information the DataDNA number stays consistent.

Our expertise

Our consultants have a strong collections industry background and first-hand experience of the issues faced. We understand your needs, drivers for success and the obstacles you may need to overcome both internally and externally.

We work with major UK lenders, collection agencies and debt purchasers, helping them achieve their business objectives.

Isn't it time you found out how DataDNA can help your business?

CALL

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